

MULTIMEDIA



UNIVERSITY

STUDENT IDENTIFICATION NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2022/2023

BMK3034 – EVENT MARKETING

(All Sections / Groups)

11 JULY 2023

9AM-11AM

(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 1 page (excluding cover page) with 5 questions only
2. Answer **ALL** questions. Mark distribution for each question is given.
3. Please write all your answers in this exam paper.

FOM BAZAAR 2023

The FOM Bazaar 2023 was an event held in Multimedia University on 16 May 2023. This is an annual event organized every year by the Marketing Unit of the Faculty of Management.

Based on your experience participating in the above mentioned event, answer **ALL** of the following questions.

QUESTION 1

Explain the event planning process using the event above as your sample.

20 marks

QUESTION 2

What are **FIVE (5)** factors that may escalate a crisis should it happen during FOM Bazaar 2023?

20 marks

QUESTION 3

Explain the steps involved in developing an event concept.

20 marks

QUESTION 4

Describe **FIVE (5)** push factors that motivate people to visit the FOM Bazaar 2023.

20 marks

QUESTION 5

An event like FOM Bazaar 2023 contributes significantly towards promoting Multimedia University as an entrepreneurial university. Do you agree? Justify your answer.

20 marks

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